

J.N.09/489596

**SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR
EMBEDDED KEYWORDS IN VIDEO**

ABSTRACT

A system, method and article of manufacture are provided for embedding keywords in video (digital video, in particular). Multimedia content is displayed comprising one or more digital video images. One or more keywords are associated with at least one of the video images. A network is utilized to retrieve information relating to the keywords, by use of a search engine, for example, that executes a keyword search for one or more sites in the network that relate to the keyword. The retrieved information relating to the keyword is then displayed. This retrieved information may be displayed in a summary form that summarizes the sites found during the search relating to the keyword.

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